

1 FAM 320
BUREAU OF PUBLIC AFFAIRS (PA)

*(CT:ORG-277; 07-18-2012)
(Office of Origin: PA/EX)*

1 FAM 321 ASSISTANT SECRETARY FOR PUBLIC AFFAIRS (PA) AND DEPARTMENT SPOKESPERSON

1 FAM 321.1 Policy

(CT:ORG-277; 07-18-2012)

- a. The Bureau of Public Affairs (PA) carries out the Secretary's mandate to articulate the foreign policy objectives of the United States and to help foreign and domestic audiences understand the importance of foreign affairs. Led by the Assistant Secretary the bureau vigorously pursues the State Department's mission to inform the American and international public and to feed their concerns and comments back to policymakers.
- b. The bureau's front office, which includes the Spokesperson, Principal Deputy Assistant Secretary, Deputy Assistant Secretary for Outreach, Deputy Assistant Secretary for International Media, Deputy Assistant Secretary for Digital Strategy, Deputy Assistant Secretary for Strategic Communications, and Deputy Spokesperson, works to ensure that the bureau accomplishes its goals in a variety of ways, which include:
 - (1) Strategic and tactical planning to advance the Administration's priority foreign policy goals;
 - (2) Conducting press briefings for domestic and foreign press corps;
 - (3) Vigorously pursuing media outreach, enabling Americans everywhere to hear directly from key Department officials through local, regional, and national media interviews;
 - (4) Producing, coordinating, and disseminating television products and services in the United States and abroad for the public, the media, the Secretary of State, the White House, and Department bureaus and offices;
 - (5) Coordinating media support and briefing schedules for the Secretary of State on all domestic and international engagements;
 - (6) Managing the State Department's Web site at www.state.gov and developing Web pages and content with up-to-date information about U.S.

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foreign policy;

- (7) Designing, launching, and providing original content for www.state.gov/secretary and other information exchange media, utilizing digital imaging, video, audio, graphics, and text technologies;
- (8) Answering questions and inquiries from the public about current foreign policy issues by phone, email, or letter;
- (9) Coordinating with the Under Secretary for Public Diplomacy and Public Affairs (R);
- (10) Creating and managing State Department mechanisms to ensure positive coverage of U.S. foreign policy priorities by major international media;
- (11) Expanding the reach of U.S. foreign policy to domestic and global audiences through new media, which includes the Department's official blog, DipNote (<http://blogs.state.gov>) and several new media platforms such as Twitter, Facebook, YouTube, and Flickr;
- (12) Contracting with regional and functional bureaus on public affairs and public outreach issues and initiatives;
- (13) Arranging town meetings and scheduling speakers to visit communities to discuss U.S. foreign policy and why it is important to all Americans; and
- (14) Preparing historical studies on U.S. diplomacy and foreign affairs matters, and publishing scholarly volumes on the official record of U.S. foreign policy.

1 FAM 321.2 Scope

(CT:ORG-253; 11-16-2011)

- a. The Bureau of Public Affairs (PA) serves as the Department's central point for development and dissemination of information on Department of State and foreign affairs issues. It also fulfills primary liaison functions with U.S. Government departments and agencies, State and local governments, nongovernmental organizations, and the media.
- b. The Spokesperson serves as the primary press and/or public affairs officer for the State Department.

1 FAM 321.3 Responsibilities

(CT:ORG-277; 07-18-2012)

The Assistant Secretary for Public Affairs (PA) and Department Spokesperson are responsible for:

- (1) Directing public affairs activities in the Department. The Assistant Secretary serves as principal adviser to the Secretary, senior Department

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officials, and other U.S. Government agencies on all public affairs, media relations, and information aspects of the Department's responsibilities to the U.S. public;

- (2) Developing public affairs strategies. The bureau coordinates interagency public affairs strategies with regional and functional bureaus on behalf of the Department, and maintains liaison among the Department, the White House, National Security Council, State and local government officials, and major nongovernmental organizations concerned with foreign affairs; and
- (3) Compiling and publishing the official documentary record of U.S. foreign policy in the congressionally mandated series, Foreign Relations of the United States (FRUS). He or she coordinates the interagency declassification review of documents selected for the series and participates with the geographical and functional bureaus and the Advisory Committee on Historical Diplomatic Documentation in the management and resolution of declassification issues.

1 FAM 321.4 Bureau Organization

(CT:ORG-253; 11-16-2011)

An organization chart of PA is found at 1 FAM Exhibit 321.4.

1 FAM 321.5 Authorities

(CT:ORG-277; 07-18-2012)

Authorities include:

- (1) 22 U.S.C. 2651a and 22 U.S.C. 2656, general authorities of the Secretary of State for the conduct of foreign relations and management of the Department;
- (2) 22 U.S.C. 4351, concerning the preparation of the Foreign Relations of the United States (FRUS) series; 22 U.S.C. 4353, concerning declassification appeals; and 22 U.S.C. 4356, concerning the Advisory Committee on Historical Diplomatic Documentation;
- (3) Executive Order 13526 (2009), providing for a uniform system for classifying, declassifying, and safeguarding national security information;
- (4) 5 U.S.C. 552, the Freedom of Information Act (1966), governs the release of U.S. Government records to the public;
- (5) 5 U.S.C. 522a, the Privacy Act of 1974 that relates to the handling of privacy protected information maintained and used by the U.S. Government;
- (6) OMB Circular A-130 that relates to the management of Federal information resources;

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- (7) 39 U.S.C. 3204 that governs mailing articles and documents by penalty (official franked) mail;
- (8) 44 U.S.C. 17, concerning the distribution and sale of documents;
- (9) 36 CFR 1232, concerning reporting requirements for audiovisual activities;
- (10) Executive Order 13132 "Federalism" (1999) that requires that the Department take account of the effect of its programs on the states;
- (11) Department Order 1218 (1944), establishing the position of Assistant Secretary for Public Affairs. This position was ratified by an Act of Congress in December 1944; and
- (12) Other authorities, as appropriate.

1 FAM 322 DEPUTY ASSISTANT SECRETARIES

1 FAM 322.1 Principal Deputy Assistant Secretary (PDAS)

(CT:ORG-277; 07-18-2012)

The Principal Deputy Assistant Secretary (PDAS):

- (1) Performs the duties of the Assistant Secretary in his or her absence;
- (2) Under the general guidance of the Assistant Secretary, oversees day-to-day bureau operations and has primary responsibility for supporting the public affairs activities of the Secretary and principal Department officials;
- (3) Oversees policy execution for the bureau in the areas of strategic, financial, physical, administrative, and human resource management, and information technology;
- (4) Produces, publishes, and disseminates materials regarding foreign policy matters, for both government and nongovernment users;
- (5) Oversees the compilation and publication of the official documentary record of U.S. foreign policy in the congressionally mandated series, Foreign Relations of the United States (FRUS); and
- (6) Has oversight responsibility for the Office of the Executive Director (PA/EX) and the Office of the Historian (PA/HO).

1 FAM 322.1-1 Office of the Executive Director (PA/EX)

(CT:ORG-277; 07-18-2012)

The Office of the Executive Director (PA/EX) is responsible for planning, coordinating, and executing policy for the bureau in the areas of strategic,

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financial, physical, administrative, human resource management, and information technology. PA/EX also:

- (1) Oversees the bureau's strategic resource planning processes, developing methods for tracking and monitoring progress toward, and the impact of, the strategic goals developed during the planning process;
- (2) Conducts special projects of programmatic or policy nature to further outreach and public affairs objectives;
- (3) Provides administrative assistance to bureau offices regarding travel, procurement, security, space management, records management, administrative reporting requirements, etc.;
- (4) Advises bureau staff of Department and Federal policies and programs and coordinates the bureau's human resource requirements with the Bureau of Human Resources. PA/EX processes all necessary documentation regarding human resources and staffing;
- (5) Formulates, presents, and oversees the execution of the bureau's budget. PA/EX controls bureau allotments, monitors obligations and the status of funds, and issues fiscal reports, as required;
- (6) Provides a variety of services to bureau offices and off-site facilities that include helpdesk , user problem resolution, local and wide area network (LAN/WAN) support, upgrades, maintenance, Web development, server installation and troubleshooting, management, telecommunications support, and administration of the remote Disaster Recovery site; and
- (7) The substance and coordination for the Foreign Affairs Manual (FAM) 1 FAM 320, Bureau of Public Affairs (PA).

1 FAM 322.1-2 The Office Of the Historian (PA/HO)

(CT:ORG-277; 07-18-2012)

The Office of the Historian (PA/HO):

- (1) Prepares the official documentary record of U.S. diplomacy for publication in the Foreign Relations of the United States (FRUS) series in accordance with 22 U.S.C. 4351, et seq. PA/HO arranges with other foreign affairs agencies and documentary repositories such as the National Archives to collect, edit, and publish the accurate and complete foreign affairs record, and edits and prepares for publication the FRUS series. The office coordinates the declassification review of the FRUS series in the Department of State and by other agencies, foreign governments, and international organizations. It administers the congressionally mandated meetings of the Advisory Committee on Historical Diplomatic Documentation and serves as the Department sponsor of the Committee. It cooperates with the Office of Information Programs and Services (A/GIS/IPS) in the hard copy and electronic declassification and release of

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Department of State documentation;

- (2) Prepares historical studies on U.S. diplomacy and foreign affairs matters of special interest for use in policy determinations and/or for public information;
- (3) Makes recommendations to other bureaus on the identification, maintenance, and long-term preservation of the historical diplomatic record, including electronic records; and
- (4) Undertakes historical outreach projects on the history of U.S. foreign relations, diplomacy, and of the Department of State. The office advises the Department on historical matters. It prepares historical outreach products for dissemination within the Department of State and to the public, and participates in the development of historical programs and exhibits for the U.S. Diplomacy Center. It counsels private scholars and journalists on research issues. The office responds to U.S. Government and public inquiries.

**1 FAM 322.1-2(A) Europe and Global Issues Division
(PA/HO/EG)**

(CT:ORG-277; 07-18-2012)

The Europe and Global Issues Division (PA/HO/EG) plans, selects, and edits the official foreign affairs record of U.S. policies concerning the nations of Europe and the Soviet Union; arms control; strategic defense; the intellectual foundations, organization, and management of foreign policy; and other global issues such as human rights, population, immigration, international narcotics controls, refugees, United Nations affairs, and space and scientific issues for inclusion in the Foreign Relations of the United States (FRUS) series.

**1 FAM 322.1-2(B) Asia, General, and Africa Division
(PA/HO/AA)**

(CT:ORG-277; 07-18-2012)

The Asia, General, and Africa Division (PA/HO/AA) plans, selects, and edits the official foreign affairs record of U.S. policies concerning the nations of East Asia and the Pacific and Africa, as well as foreign economic policy for inclusion in the Foreign Relations of the United States (FRUS) series.

**1 FAM 322.1-2(C) Middle East and Americas Division
(PA/HO/MA)**

(CT:ORG-277; 07-18-2012)

The Middle East and Americas Division (PA/HO/MA) plans, selects, and edits the official foreign affairs record of U.S. policies concerning the nations of the Middle

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East and the nations of the Western Hemisphere, as well as global issues such as energy policy and terrorism, for inclusion in the Foreign Relations of the United States (FRUS) series.

1 FAM 322.1-2(D) Policy Studies Division (PA/HO/PS)

(CT:ORG-277; 07-18-2012)

The Policy Studies Division (PA/HO/PS) plans and prepares historical research studies in support of current U.S. foreign policy initiatives within the Department and government-wide. It responds to inquiries on the history of U.S. foreign policy and diplomacy from within the Department, other U.S. Government agencies, and the public, through the History Mailbox on the office Web site. It organizes and coordinates scholarly historical conferences at the Department. It prepares historical studies and databases to broaden and improve the dissemination and use of information on the history of U.S. foreign policy and diplomacy on the office Web site.

1 FAM 322.1-2(E) Special Projects Division (PA/HO/SP)

(CT:ORG-277; 07-18-2012)

The Special Projects Division (PA/HO/SP) plans and prepares special historical studies on various aspects of the Department and the history of U.S. foreign policy and diplomacy, funded on a reimbursable basis. It prepares special documentary historical publications jointly with the foreign ministries of other countries, based on negotiated agreements, and prepares other special documentary publications, including publications to supplement the official documentary record in the Foreign Relations series. It coordinates the work of the Joint Historian with the Central Intelligence Agency. It prepares historical educational outreach products, including videos with accompanying curriculum guides for teachers of social studies in the secondary schools, and historical materials for dissemination on the Department's youth Web site. It develops and presents courses on the history of U.S. foreign policy and diplomacy, and the Department of State at the Department's Foreign Service Institute, including a diplomatic history module for the required basic training course for all incoming Foreign Service officers.

1 FAM 322.1-2(F) Declassification and Publishing Division (PA/HO/DP)

(CT:ORG-277; 07-18-2012)

The Policy Studies Division (PA/HO/PS) plans and prepares historical research studies in support of current U.S. foreign policy initiatives within the Department and Government-wide. It responds to inquiries on the history of U.S. foreign policy and diplomacy from within the Department, other government agencies, and the public, through the History Mailbox on the office Web site. It organizes and coordinates scholarly historical conferences at the Department. It prepares

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historical studies and databases to broaden and improve the dissemination and use of information on the history of U.S. foreign policy and diplomacy on the office Web site.

1 FAM 322.2 Deputy Spokesperson

(CT:ORG-253; 11-16-2011)

The Deputy Spokesperson:

- (1) Performs the duties of the Spokesperson in his or her absence;
- (2) Under the general guidance of the Assistant Secretary, develops, oversees, and implements all bureau policies and programs designed to fulfill the Department's broad press responsibilities;
- (3) Develops overall message for multiple communication activities;
- (4) Identifies and analyzes media coverage of the top issues the United States faces abroad each day and disseminates concise message points for use by senior Department officials and other U.S. Government officials; and
- (5) Has oversight responsibility for the Office of Press Relations (PA/PRS) and the USAID Press Office.

1 FAM 322.2-1 Office Of Press Relations (PA/PRS)

(CT:ORG-253; 11-16-2011)

a. The Office of Press Relations (PA/PRS) explains the Department's positions on foreign policy and public diplomacy issues to domestic and foreign journalists and provides support to the Secretary of State for events covered by the media (press conferences, meetings with foreign dignitaries, travel abroad, temporary media filing centers, etc.). Press officers are available by phone to assist reporters with questions about U.S. foreign policy and arranging special press briefings open for all media. Media events officers advise and assist Department colleagues in planning and coordinating media coverage of special events or special briefings for invited press only. PA/PRS releases official transcripts of remarks by the Secretary of State and of press briefings, statements by the Secretary or Spokesperson, notices to the press, fact sheets, and media notes.

b. The Office of Press Relations (PA/PRS):

- (1) Serves as the initial and principal media point of contact at the Department of State;
- (2) Develops and executes the Department's media policy, plans, and programs and serves as the principal office advising the Secretary, the Deputy Secretaries, the Assistant Secretary for Public Affairs, and other officials of the Department and other U.S. Government agencies on all

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aspects of the Department's conduct of press relations;

- (3) Coordinates the release of foreign policy information by supporting the Spokesperson's daily news briefing, and by direct media contact and outreach; and
- (4) Arranges the Secretary's photo opportunities and press briefings, and manages the logistical requirements associated with those events and with the Secretary's public remarks. PA/PRS provides advice and logistical support for special briefings for the press by other senior Department officials.

1 FAM 322.2-2 USAID Press Office

(CT:ORG-253; 11-16-2011)

The Department of State as directed under Public Law 105-277, the Foreign Affairs Reform and Restructuring Act of 1998, transferred functions and personnel of the USAID Press Office to the Bureau of Public Affairs. The USAID Press Office works with the Department of State Press Office to serve as the initial, and principal, media point of contact for USAID. The USAID Press Office:

- (1) Coordinates outreach and information programs among various sectors of American society including the media, nongovernmental and private voluntary organizations, education and labor, the private business sector and ethnic and social organizations; and
- (2) Designs programs on a national and international basis to convey information concerning the USAID's program utilizing the various news mediums.

1 FAM 322.3 Deputy Assistant Secretary for Outreach

(CT:ORG-277; 07-18-2012)

The Deputy Assistant Secretary for Outreach:

- (1) Performs duties of the Assistant Secretary in the absence of both the Assistant Secretary and the Principal Deputy Assistant Secretary;
- (2) Under the general guidance of the Assistant Secretary, is responsible for communications with the general public about foreign policy issues;
- (3) Oversees the Department's public outreach to, and liaison with, the general public, including the academic, nongovernmental, and business communities;
- (4) Develops Department policies and programs related to intergovernmental affairs and coordinates contacts with regional and local officials;
- (5) Monitors trends in domestic public opinion about foreign affairs matters;
- (6) Oversees the design and development of the U.S. Diplomacy Museum, to

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- include eventual implementation after the official opening;
- (7) Manages information content for the State Department's internet Web site at www.state.gov;
 - (8) Manages the bureau's Web and blog content development and utilization of emerging technologies to inform, engage, and empower public audiences both domestically and overseas; and
 - (9) Has oversight responsibility for the Office of Regional and Media Outreach (PA/RMO), the Office of Public Liaison (PA/PL), the Intergovernmental Affairs Staff (PA/IGA), and the United States Diplomacy Center (PA/USDC).

1 FAM 322.3-1 Office of Regional Media Outreach (PA/RMO)

(CT:ORG-253; 11-16-2011)

The Office of Regional Media Outreach (PA/RMO) works with national, local, and specialty media including television, print (newspaper and magazine reporters, columnists, and editorial writers), wire services, radio, and the Internet. Office responsibilities include:

- (1) Arranging interviews with State Department officials including the Deputy Secretaries, Under Secretaries, Assistant Secretaries, ambassadors, and "hometown diplomats" abroad, in Washington, DC or on travel in the United States;
- (2) Developing the "News of the Day" for the Department's Web site. The message includes a transcript, broadcast-quality digital audio clip, digital photograph, and digital video;
- (3) Informing specialty media of Department statements, events, and policies to directly reach women, Hispanics, African-Americans, and Arab-Americans;
- (4) Reaching junior and senior high school and university students via newspapers, TV (Channel One), print (Knight Rider, U-Wire, etc.) and Internet outlets;
- (5) Placing articles, letters and op-eds authored by State Department officials, including the Secretary, with domestic and international publications;
- (6) Creating and maintaining a database of all 204 U.S. media markets to deliver electronically Department statements, policies, and messages; and
- (7) Managing the Media Resource Unit, a foreign policy news Web site for U.S. officials worldwide; preparing special reports for overseas White House/State Department travel.

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1 FAM 322.3-2 Office Of Public Liaison (PA/PL)

(CT:ORG-253; 11-16-2011)

The mission of the Office of Public Liaison (PA/PL) is to create and coordinate opportunities for dialogue between the Administration and the public in order to improve public involvement in the Department and its work. PA/PL works with other offices in the Department to reach younger audiences, including speakers and materials geared toward high school and college age groups as follows:

- (1) Sponsors foreign policy conferences in the Department and in the Washington, DC area on topics of particular interest, including an active outreach program to secondary schools, colleges, and universities;
- (2) Reaches out to the nongovernmental organization (NGO) community through conferences and briefings for a wide variety of nongovernmental entities, including business, education, ethnic, women, and environmental groups;
- (3) Provides speakers to organizations throughout the United States, including regional foreign policy town meetings with local organizations to encourage the free exchange of information and opinion and to relate foreign policy objectives to community issues;
- (4) Arranges digital video conferences (DVCs) linking speakers in the Department with universities and organizations around the country;
- (5) Maintains a speakers pool in order to increase outreach to targeted communities. This pool is comprised of State Department employees; and
- (6) Deals with the public via phone, email, or hard copy mail to answer inquiries and listens to opinions. Regular reports on public opinions are given to the Secretary of State.

1 FAM 322.3-3 Intergovernmental Affairs Staff (PA/IGA)

(CT:ORG-253; 11-16-2011)

The Intergovernmental Affairs Staff (PA/IGA) coordinates and promotes the State Department's growing dialogue with state and local governments concerning international issues. Constituents include 55 State and territorial governors, 7,000+ state legislators, as well as over 87,000 units of local government, including mayors, city council members, county executives, and others. As such, PA/IGA:

- (1) Develops and coordinates Department policies and programs relating to intergovernmental affairs for State and local elected officials;
- (2) Coordinates and/or provides clearance for all official Department correspondence and outreach activities with governors, mayors, and other key state and local government officials;

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- (3) Responds to inquiries and requests for information or assistance related to foreign affairs from elected officials, organizations, and government officials throughout the United States;
- (4) Represents the Department at meetings with designated senior intergovernmental affairs officials at the White House and in other U.S. Government agencies, and other officials as appropriate to advance mission;
- (5) Develops relationships and maintains close contact with governors, mayors, and other key State and local officials, executives of the Washington, DC offices of State and local governments, as well as with their professional associations. Exchanges information about foreign affairs matters with the State and local government community through briefings, appointments, special mailings, newsletters, and timely statements on foreign policy issues;
- (6) Monitors political, social, and economic developments related to foreign affairs at the State and local level in order to convey the views of these officials on international issues to senior members of the Department and other Federal agencies;
- (7) Provides information and coordinates embassy or consulate assistance to key elected officials traveling abroad, including State trade missions, sister-city delegations, and other official delegations;
- (8) Complements PA and Department-wide public outreach efforts by arranging courtesy meetings and other appointments between Department representatives and key State and local elected officials; and;
- (9) Assists with the assignments of Foreign Service officers to state and local governments under the Pearson Amendment and the senior Foreign Service Officers to the Diplomats-in-Residence Program.

1 FAM 322.3-4 United States Diplomacy Center (PA/USDC)

(CT:ORG-253; 11-16-2011)

- a. The United States Diplomacy Center (PA/USDC) is responsible for planning, developing, and operating a visitor's center and Museum of American Diplomacy for the Department of State. Scheduled to open soon, the museum is designed to be a place of learning and inspiration, dedicated to exploring the work and mission of the Department and the history, practice, and challenges of American diplomacy. It collects, preserves, and displays documents, artifacts, and other records of historical relevance.
- b. Exhibitions in the visitor center and museum engage and inform the public about:
 - (1) The work and mission of the Department of State;

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- (2) Key moments and events of American diplomatic history;
 - (3) The practice of American Diplomacy;
 - (4) The challenges of American diplomacy past and present;
 - (5) The service and sacrifice of American diplomats and their families;
 - (6) The vital role American diplomacy has played in the shaping our nation; and
 - (7) The importance of American diplomacy to every person every day.
- c. The Diplomacy Center further engages the public through its outreach activities in educational institutions, programming in the adjacent auditorium and conference center, and through the Internet.

1 FAM 322.4 Deputy Assistant Secretary for International Media

(CT:ORG-277; 07-18-2012)

The Deputy Assistant Secretary for International Media:

- (1) Performs duties of the Assistant Secretary in the absence of both the Assistant Secretary and the Principal Deputy Assistant Secretary, as required;
- (2) Focuses on foreign communication and media engagement under the general guidance of the Assistant Secretary;
- (3) Is responsible for maintaining the critical link between policy priorities and PA's public diplomacy programs, ensuring that public diplomacy resources are deployed strategically and effectively and in accordance with applicable law;
- (4) Serves as PA's link with the Office of the Undersecretary of State for Public Diplomacy and Public Affairs (R), ensuring that PA's public diplomacy operations align with global priorities and standards;
- (5) Manages strategic allocation of PA's public diplomacy resources across posts, in close consultation with R;
- (6) Ensures that foreign media are factored into PA's strategic outreach plans;
- (7) Oversees production and coordination of audio-visual products and services in the United States and abroad;
- (8) Informs PA strategy discussions of trends and issues in foreign media and identifies target media outlets and best approaches for communications;
- (9) Enhances coordination among PA's public diplomacy elements, and ensures that they serve posts' needs for effective engagement with foreign media; and

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- (10) Is responsible for overseeing the Office International Media Engagement (PA/IME), the Foreign Press Centers (PA/FPC), and the Rapid Response Unit (PA/RRU).

1 FAM 322.4-1 Office of International Media Engagement (PA/IME)

(CT:ORG-277; 07-18-2012)

The Office of International Media Engagement (PA/IME) is responsible for creation and management of State Department mechanisms to ensure positive coverage of U.S. foreign policy priorities by major international media. Responsibilities of this office include:

- (1) Directing, supervising, and managing six regional media hubs, currently in Brussels, Dubai, Johannesburg, London, Miami, and Tokyo;
- (2) Ensuring that the State Department international media capabilities, including the hubs, are integrated into the interagency press and public affairs planning and execution;
- (3) Working within PA and with State Department regional bureaus and other U.S. Government agencies to develop foreign media engagement strategies in furtherance of U.S. foreign policy priorities; and
- (4) Working with the Foreign Service Institute to develop and train officers prepared to function in positions requiring intensive engagement with international media.

1 FAM 322.4-2 Foreign Press Centers (PA/FPC)

(CT:ORG-253; 11-16-2011)

The mission of the Foreign Press Centers (PA/FPC), with offices in Washington and New York, is to support United States policies and priorities by helping resident and visiting foreign media to cover the United States accurately and comprehensively. The two offices achieve their mission by:

- (1) Holding briefings on current issues by U.S. Government and non-U.S. Government newsmakers and organizing reporting tours to locations throughout the United States on a full range of newsworthy issues;
- (2) Disseminating key information to foreign journalists through the FPC Web site www.fpc.state.gov, a listserver, targeted emails, individualized research service, transcripts, and reports;
- (3) Arranging interviews at the requests of posts with U.S. Government officials for visiting foreign media;
- (4) Assisting journalists in making contacts with military and defense sources at the Pentagon and throughout the United States military establishment;

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- (5) Ensuring that foreign journalists have access and infrastructure support regarding summits, ministerials, and other high-profile events; and
- (6) Working closely with the National Security Council Press Office to arrange group interviews with the President and National Security Adviser and with other agencies and departments to ensure that their principals have the best advice and venues possible for sharing their message with the global audience.

1 FAM 322.4-3 Rapid Response Unit (PA/RRU)

(CT:ORG-277; 07-18-2012)

The Rapid Response Unit (PA/RRU) identifies and analyzes media coverage of the top issues America faces overseas each day and disseminates concise message points for use by senior and other U.S. Government officials to explain and support our goals and policies through email and its Web page. In addition to its daily global alert, the RRU also produces media analysis, regional media reviews, and special reports on key policy issues and fast-breaking news of importance to the United States. Responsibilities of this office include:

- (1) Produces daily reports providing analysis and messaging such as the Rapid Response, WHA Early Alert, EAP Early Alert, and Below the Fold. Produces other periodic reports such as Arabic Messaging;
- (2) Bolsters the U.S. Government's 24/7 global media monitoring and alert capacity with increased focus on broadcast media and the Internet, and emphasizing how U.S. policies are playing in priority regions such as the Middle East and Muslim world;
- (3) Works closely with the new centers of innovation, such as the OSC and the State Department's regional media hubs;
- (4) Triggers more coordinated U.S. Government responses to breaking news stories and high-profile foreign policy issues;
- (5) Recommends strategies to counter negative stories, correct misperceptions, and debunk disinformation; and
- (6) Helps frame our treatment of key issues by providing cabinet secretaries and U.S. officials in Washington and overseas with an early alert and clear, compelling messages for use with the mass media as well as in personal appearances and public speaking.

1 FAM 322.5 Deputy Assistant Secretary for Digital Strategy

(CT:ORG-277; 07-18-2012)

The Deputy Assistant Secretary for Digital Strategy:

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- (1) Performs duties of the Assistant Secretary in the absence of both the Assistant Secretary and the Principal Deputy Assistant Secretary, as required;
- (2) Serves in the senior management role that encompasses all phases of the program and work for PA/WM, PA/ODE and PA/OBS. The DAS directly advises the Assistant Secretary for the Bureau of Public Affairs and key senior policy makers on web based public affairs strategies to promote U.S. policy to foreign audiences;
- (3) Analyzes foreign media reports on priority issues and recommends web based strategies to counter negative perceptions, correct misperceptions and debunk information;
- (4) Identifies opportunities for Internet technologies program advancement, keeping abreast of the dynamic international environment, and explores innovative strategies; establishes standards and procedures for effective and efficient implementation of activities; and develops methods of continual improvement;
- (5) Develops and maintains cooperative working relationships with high level representatives within the Department, other Federal agencies and influential representatives of international media to provide in-depth understanding and knowledge of U.S. foreign policy actions;
- (6) Oversees the use of the web to advance the Secretary's initiatives and the overall Department's mission;
- (7) Envisages and encourages new means of enhancing web communications.
- (8) Ensures that relevant laws, regulations, and guidelines are followed.
- (9) Oversees the managing editor for the state.gov and related web sites.
- (10) Oversees the management of the development and implementation of content policy, procedures, and standards.
- (11) Oversees the collaboration with other bureau web managers to present a unified Department presence over the internet.
- (12) Oversees the plans, developments, organization and serves as an advocate over the implementation of a broad range of activities designed to promote the application and integration of digital technology with the Department's public affairs programs.
- (13) Ensures that proposed new initiatives focus on increasing international understanding of U.S. policies, interests, and values.
- (14) Coordinates a comprehensive program of professional and technical services that supports the Department's need for audio and video products and services to disseminate information about U.S. foreign policy to audiences throughout the world.

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1 FAM 322.5-1 Office of Digital Media Engagement (PA/ODE)

(CT:ORG-277; 07-18-2012)

The Office of Digital Media Engagement (PA/ODE) manages the bureau's Web and blog content development and utilization of emerging technologies to inform, engage, and empower public audiences both domestically and abroad.

Responsibilities of this office include:

- (1) Designs, launches and provides original content for www.state.gov/secretary and other information exchange media utilizing digital imaging, video, audio, and graphics;
- (2) Develops, evaluates, and refines the full scope of available digital technologies for optimal access and use;
- (3) Creates and refines the Bureau's enterprise architecture to facilitate production, process, workflow, distribution, and delivery of digital media content;
- (4) Administers multiple computer and content management systems that include enterprise level video compression and encoding solutions, a digital asset management system and a content management system for the Department's blog sites (blogs.state.gov); and
- (5) Conceptualizes, plans, and develops unique U.S. foreign policy communications aimed at conveying specialized, targeted information through digital media.
- (6) Administers flagship Department of State social media platforms including (but not limited to) Twitter, Facebook, YouTube, Tumblr, Flickr, and the DipNote blog. Develops on-line platforms and applications in support of the State Department's public outreach mission.

1 FAM 322.5-2 Office of Website Management (PA/WM)

(CT:ORG-277; 07-18-2012)

The Office of Website Management (PA/WM) disseminates U.S. foreign policy information to the American public. It helps bureaus/offices present their material in a way that demonstrates that what the State Department does is relevant and important to Americans' daily lives. Responsibilities of this office include:

- (1) Manages www.state.gov, the Department's primary site for the American public. Develops Web sites; edits/drafts content; posts remarks by senior Department principals, fact sheets, annual reports to Congress and other informational materials;
- (2) Manages more than a dozen 'listservs' so subscribers can receive by email

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- full texts of selected U.S. Department of State documents;
- (3) Produces special publications;
 - (4) Reviews content to be disseminated electronically and, in coordination with the Bureau of Administration, hard copy publications. Also approves creation of or changes to public Internet domain names;
 - (5) Develops/maintains specialized Web sites, such as www.future.state.gov; and
 - (6) Disseminates key public information electronically (daily press briefing, press statements, speeches, testimony, remarks by Secretary and other Department principals as well as public statements and fact sheets released by the State Department).

1 FAM 322.5-3 Office Of Broadcast Services (PA/OBS)

(CT:ORG-277; 07-18-2012)

- a. The Office of Broadcast Services' (PA/OBS) mission is to capture, edit, distribute, and archive broadcast video that communicates and advances U.S. foreign policy priorities and positions through products featuring the Secretary of State, key State Department officials, and designated spokespersons and third-party validators. The primary customers of OBS are domestic and international broadcasters and online media working in partnership with other Department of State entities, including the Bureau of Public Affairs' Media Hubs, U.S. Embassies and Consulates, Regional Bureaus, the Social Media Team, and other key State Department Offices. The Production unit of OBS provides technical and logistical support for broadcast and video productions. The Content Unit works directly with regional and functional bureaus, media hubs, posts, and broadcasters to promote and create tailored video content supporting policy priorities.
- b. PA/OBS adds unique value for the State Department by providing access to State Department Foreign Policy Spokespersons through broadcast video; dedicated full-time resources available to capture, edit and distribute broadcast quality video on foreign policy priorities and positions through satellite, fiber optic and the web; and timely, credible and tailored broadcast video that communicates foreign policy priorities and positions. Additionally, OBS assists international broadcasters with news and current events programs on the U.S. and develops and produces Cooperative TV documentary projects with foreign broadcasters. OBS operates a television broadcast facility at the Harry S. Truman main state building and a second facility at the Foreign Press Center at the National Press Building.
- c. Responsibilities of this office include:
 - (1) Provides broadcast quality video of the Secretary and other State Department officials from speaking engagements, edited and tailored to fit

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high-priority audience needs;

- (2) Produces planned, in studio video productions using designated spokespersons and third-party validators to communicate foreign policy priorities and positions;
- (3) Acquires and distributes daily and special State Department press briefings at Main State and Foreign Press Center locations;
- (4) Provides archival video of the Secretary's speaking engagements, direct capture of Secretary and other senior officials' speaking events in the DC area and contract arrangements for procuring such video of overseas events;
- (5) Assists foreign TV news bureaus in the United States and on special assignment with live coverage and videotapes of news events, b-roll footage, research, story development, interviews, and TV production assistance; and
- (6) Disseminates award-winning TV co-op productions with international broadcasters and produces joint productions that address U.S. issues for regional and language prime-time TV placement worldwide.

1 FAM 322.6 Deputy Assistant Secretary for Strategic Communications

(CT:ORG-277; 07-18-2012)

The Deputy Assistant Secretary for Strategic Communications provides direct support communicating the priorities of the Secretary by advancing travel, developing strategies to advance the Administration's top issues, shaping effective messages explaining U.S. policies, and enhancing communication with foreign and domestic audiences. Has oversight responsibility for the Office Strategic Planning (PA/OSP).

1 FAM 322.6-1 Office Of Strategic Planning (PA/OSP)

(CT:ORG-277; 07-18-2012)

- a. The Office of Strategic Planning (PA/OSP) is the creative resource for the Bureau of Public Affairs. The office develops strategies to advance the Administration's top issues, shape effective messages explaining U.S. policies, and enhance communication with the American public. The office coordinates with bureaus throughout the Department, the White House, and other U.S. Government agencies.
- b. PA/OSP's role involves both short- and long-range strategic planning to:
 - (1) Advance the Administration's priority policies and shape effective messages related to those policies; and

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- (2) Help ensure that public diplomacy/public affairs are part of all policy.

1 FAM 323 THROUGH 329 UNASSIGNED

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1 FAM EXHIBIT 321.3
BUREAU OF PUBLIC AFFAIRS

(CT:ORG-277; 07-18-2012)

